

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

Press contacts:

Karlina Nathan
Bell Pottinger | London
list-NJAL@bellpottinger.com
+44 20 3772 2463

London, 24 May 2016

NOT JUST A LABEL LAUNCHES INTERNATIONAL EDUCATIONAL EVENTS SERIES 'AUTHENTIC RADICALISM' AT MAISON ASSOULINE

NJAL's first educational symposium aims to foster design talent and encourage a culture of autodidactic, radical thinking and innovation.

Not Just a Label (NJAL), the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion is pleased to announce the launch of its educational events series 'Authentic Radicalism'. Boasting an illustrious history administering education platforms — complete with workshops, over 60 international speaking events last year alone, and successful partnerships with both the public and private sector — NJAL now harnesses this extensive experience to offer its own series of international events, connecting industry specialists and their ideas with NJAL's extensive network of independent designers.

The first event in the series, 'Authentic Radicalism: Altering Fashion's System' will be hosted at luxury publishing house Maison Assouline on Tuesday 31 May 2016 – and streamed live to an expected global audience of over 20,000 people – bringing together fashion's vanguards, radical thinkers and system-shakers.

Confirmed panelists include: Sophie Hackford, Director at *Wired Consulting*; Prolific Haute Couture Fashion Lawyer Hugh Devlin; Orsola de Castro, Founder and Director at *Fashion Revolution*; and Martin Raymond, Co-founder of *The Future Laboratory* and Editor-in-chief of *Viewpoint* magazine and *LS:N Global* and Angela McRobbie, Cultural Theorist and Professor of Communications at *Goldsmiths University* as moderator.

Pushing an autodidactic, renegade approach – the ethos that NJAL has adopted from its very beginning – Authentic Radicalism will see inspirational speakers discuss new modes of working, innovative systems and the creative approaches being adopted throughout the fashion industry and shaping its future.

The event addresses a growing need to candidly discuss the current state of affairs in fashion, discuss the industry's future and further forge a community of design talent. The event will be inclusive and interactive, allowing a wider audience to view the discussions through a state of the art 360 degree live-stream on the NJAL website. NJAL will also invite viewers to ask the panel questions live via Twitter using *#NJALlive*.

Physicalising NJAL's online presence, Authentic Radicalism is at its core about education. It is the sharing of ideas and information between the experienced and the world's future taste-makers and boundary-breakers. The term Authentic Radicalism is taken from NJAL's description of the *Firm of the Future* and unique insights from working with over 21,000 designer brands from 150 countries. The modern company is ethos driven, working to support its value system which is shared within its community. The NJAL-selected *Black Sheep* designers create authentic brand stories to support NJAL's values and the radicalism arises when they initiate their own pathways, patterns and systems, eschewing 'growth' as the singular success factor.

Stefan Siegel, CEO and Founder of NJAL said, *'The Authentic Radicalism series will further cement NJAL's aim to challenge accepted systems and out-dated ways of working, bringing together our network of successful influencers and exciting design talent to exchange ideas and inspire each other. Freedom comes with education, and it is a critical right. We must create our own system and forge our own path, empowering people to step outside the enshrined structures and institutionalised systems. What NJAL has always been about is giving people the power to run small companies across the globe, while creating an eco-system in which their labels can flourish. Authentic Radicalism will work to bring home this point and encourage a new mode of thinking and working.'*

This event will mark the beginning of NJAL's aims to further foster its network of design talent and encourage the sharing of ideas and bold opinions that will change the face of the fashion system.

ENDS

NOT JUST A LABEL LTD PHONE: +44 20 7739 4636
94 LEONARD STREET INFO [AT] NOTJUSTALABEL.COM
LONDON | EC2A 4RH WWW.NOTJUSTALABEL.COM

REGISTERED IN THE UK NO: 6410002 | VAT REGISTRATION NO: 922519334 | TRADEMARK NO: 2480667

ABOUT NJAL

NOT JUST A LABEL (NJAL) is the world's window on the largest global network of contemporary designers and a leading curator of pioneering fashion and design talent. NJAL operates as both a digital and e-commerce business for its designers and partners, and in parallel offers consulting services for leading brands and design institutions. NJAL today represents over 21,000 designers from 120 countries and is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

Established in 2008, NOTJUSTALABEL.com offers fashion-forward trendsetters access to limited edition collections and bespoke pieces from the world's most talented emerging designers. For designers, NJAL is a global community of the best and brightest in the industry. By opening up the global market for local designers, NJAL fosters future fashion talent by helping them to gain exposure and finance their progression independently. NJAL has a red carpet following of celebrities and tastemakers who seek out the newest trends and designs that can't be found anywhere else.